

Case Study: SHIPT

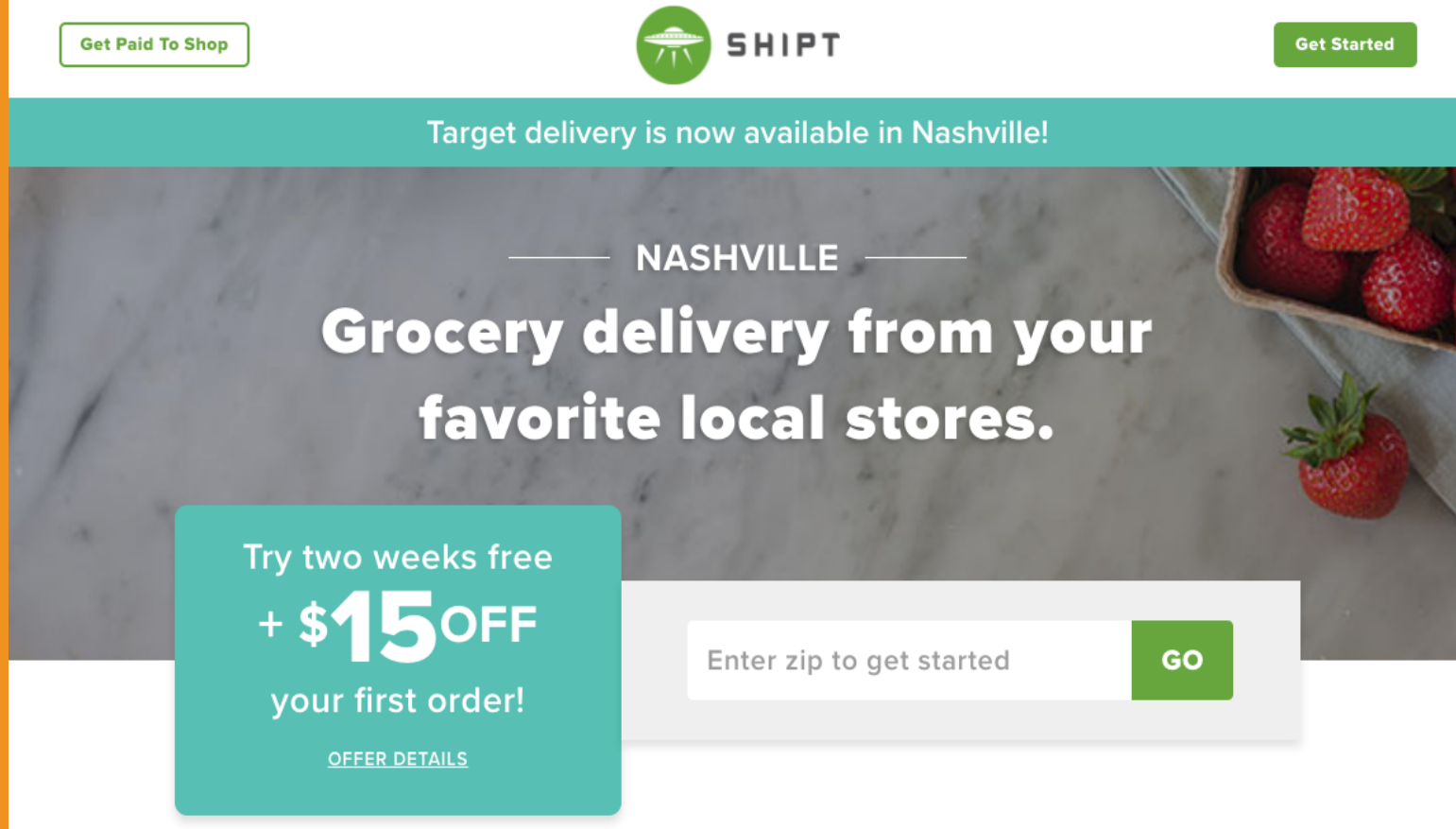


We've discussed these common Landing Page elements:

1. A headline with or without a subheader
2. Big header image or video
3. Prominent CTA
4. Copy to prove point and compel action

Here's an example of how a company puts all those pieces together on a landing page to accomplish a goal.

Shipt is a food delivery services where you sign up, order food items on their site, and then one of their shoppers goes out to a local store, buys it, and delivers it to you.

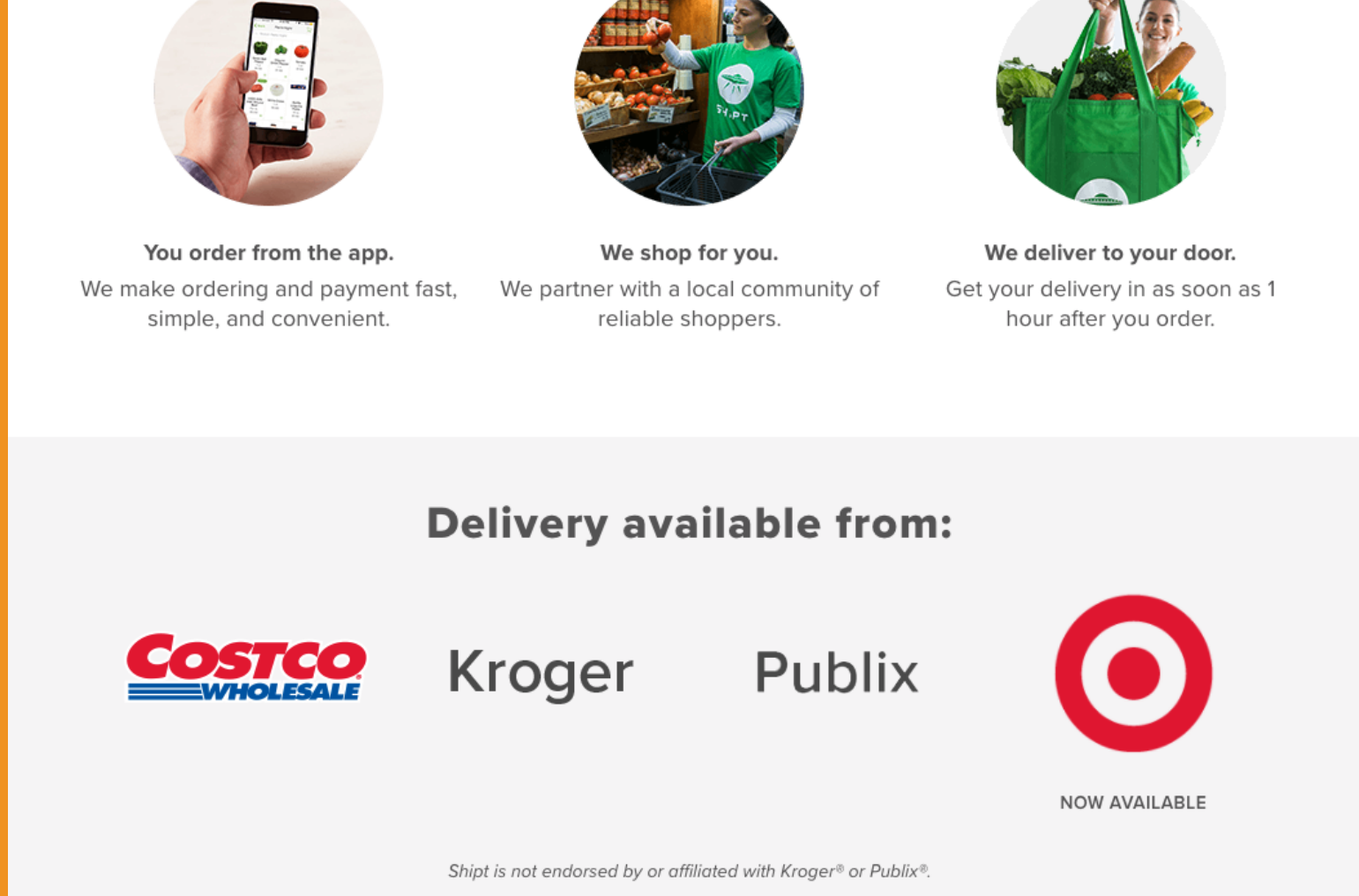


On the Shipt landing page, we can already see:

1. A headline with or without a subheader: "Nashville: Grocery delivery from your favorite local stores." This establishes the service they offer and where they offer it.
2. Big header image or video: large background image of what looks like a kitchen counter with fresh food. This helps create a theme around what their service is about: delivering fresh food.
3. Prominent CTA: large easy-to-read offer and 1-field signup form with "GO" button. The offer promises a savings and a very easy-looking form that only requires a zip code.

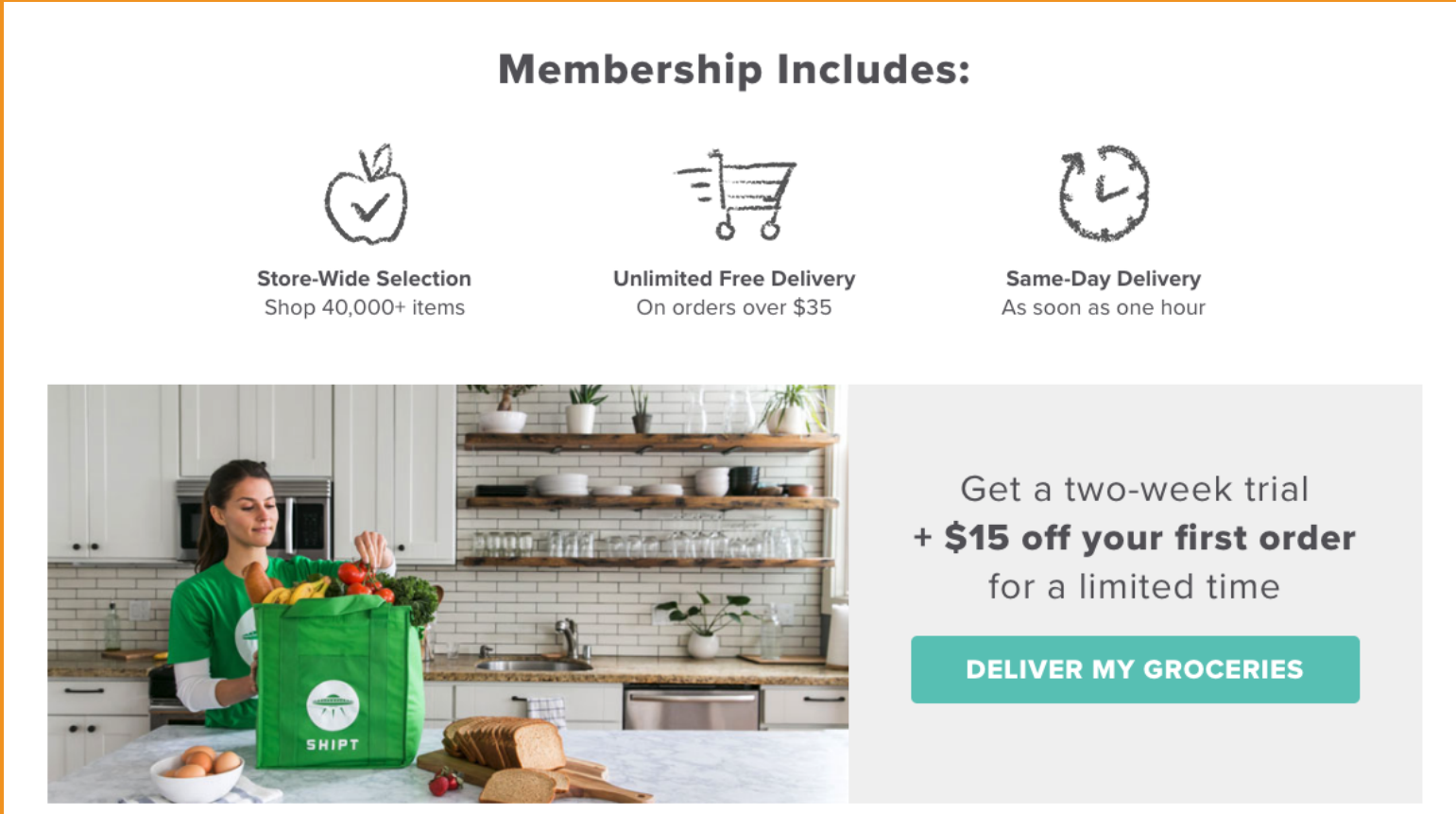
Side Note:

Requiring a piece of data that isn't too personal is one way to hook your visitor. By completing this first step, it moves the user into the signup process where they might decide to continue since they're already begun.



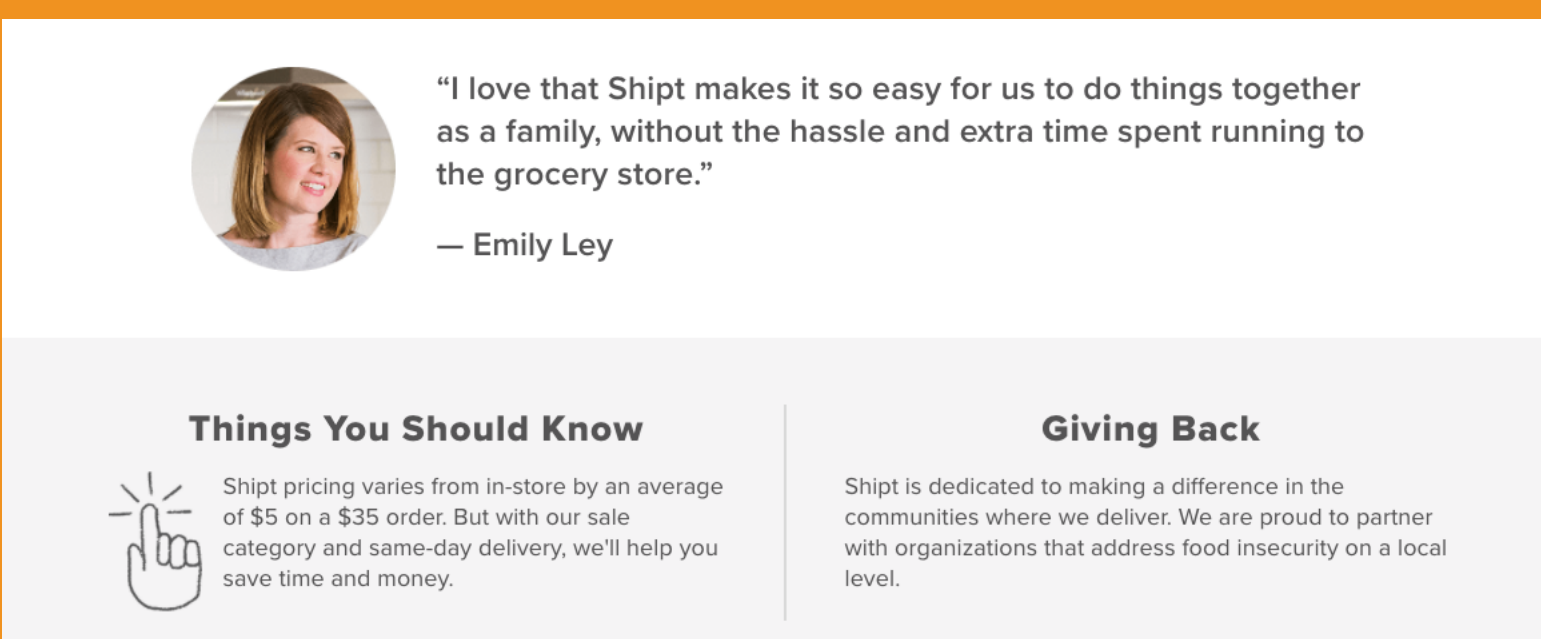
The next section uses visuals and excellent examples of clear, concise copy to make compelling points. It uses simple pictures and the following copy to describe a 3-step process for using their service:

1. You order from the app.
2. We shop for you.
3. We deliver to your door.



It also offers more location-centric info - the stores where Shipt will buy the groceries from. It's another way to show that Shipt will shop locally to get you your stuff.

The next section lists "Membership Features" including images and numbers: 40K+ items, free delivery on orders over \$35, and delivery in as soon as 1 hour. Using numbers can improve comprehension and memory of important details.



The offer from the top of the page is repeated with an alternate CTA: "Deliver my groceries". It's a personal appeal that's clear and direct.

Side Note: you don't have to necessarily use the exact same button or CTA every time on a page as long as they all serve the same purpose: the goal of getting visitors to sign up.

The page follows with a Testimonial, additional facts about Shipt's pricing policies and community-related mission, and one final CTA.

Throughout this page, it's clear what Shipt wants to accomplish, and each piece of copy and information supports that goal. Multiple CTAs are used - especially at the top and bottom of the page - to give visitors ample opportunity to get started, and copy is delivered in multiple formats with a different focus each time to emphasize all the different benefits they have to offer.